



# The Luc Hoffmann Award

For Ecosystem Management



International Union for Conservation of Nature

CEM has created the Luc Hoffmann Award for individuals that demonstrate initiative and environmental leadership within their communities. People that are not paid for their activities but do this for their own good reasons. CEM members are asked to nominate people that qualify.

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# The Luc Hoffmann Award

## Ecosystem Management

### **The bottom line**

The Commission on Ecosystem Management (CEM) develops and promotes the ecosystem approach in support of IUCN's mission on conservation of our biological diversity. That is more quickly said than done. We are dealing with the complexity of ecosystems, their components and interrelations, with different people making different and often conflicting uses of the ecosystems, and therefore with institutions and regulations dealing with these uses.

Within CEM professionals from science and practitioners in ecosystem management are united in a network where innovative ideas emerge from the meeting of these two groups of constituents. Ideas that help us to build and maintain a better world, by conserving its ecosystems so that they can continue to deliver their products and services, such as clean air and water, but also species and food.

### **Environmental leadership**

While members of CEM are professionals, volunteering their time for the commission, we also regularly meet other individuals spending substantial amounts of energy to conserve our natural resources. Many do not belong to a network like ours, and all too often have no access to anything other than their own direct surroundings. These are the "simple" farmers, herdsman, fishermen, village school teachers and so on, that demonstrate environmental leadership within their communities, thereby setting shining examples for the outside world.

A few examples from my own experience over the years:

- In a heavily degraded, desertified area of Chad I suddenly came across a small forest of about 5 ha. It turned out to be owned by a farmer who decided 25 years earlier to no longer cultivate this field as he saw the forest disappearing everywhere. He told me that he wanted to conserve this forests to show the children of his village how the land used to be and should be again if you want to enjoy a decent living.
- In Mauretania, in the middle of the Sahara desert, I observed a beautiful grove of Acacia trees. It exists thanks to one herdsman who guards this place voluntarily to make sure that the trees are not cut or overgrazed by livestock. He reports every mishap to the local authorities who take subsequent action.
- In the Maharashtra State of India, I met a retired army sergeant. He has stimulated the inhabitants of his native village to reforest the hill slopes, to manage the valley bottom lands properly, to use solar cookers at the school, etc. All ideas that he has picked up during his professional career in the Indian army.
- A day labourer in Bangladesh told me about the motivation he gets when looking at the birds in the field during his work, and how he realizes at such moments that his poor life is nevertheless worth living. A message he passes on to his children and their friends.

I am convinced that each one of us - CEM members - can add other examples to this list.

## The idea

At the last Steering Committee meeting of the CEM it was decided to establish an award to bring local environmental leaders into the spotlight. People that are not paid as such for their conservation activities, but they have the vision to do it for their own good reasons. People with a natural authority that set inspirational examples about nature conservation and ecosystem management.

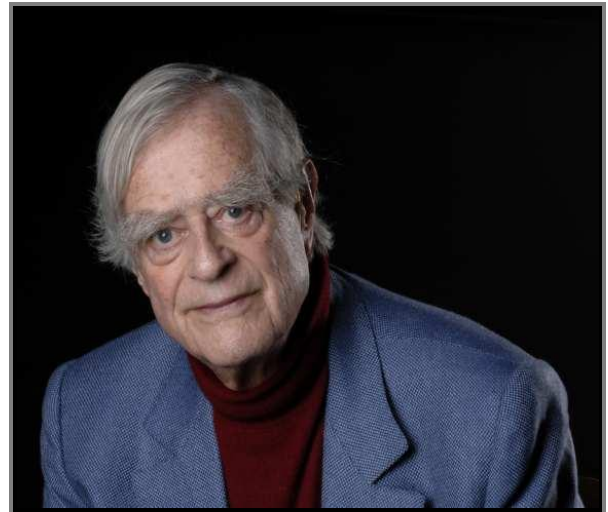
The Steering Committee will evaluate the stories and will select one person among them to be awarded with a special prize, the “Luc Hoffmann Award”. This award will then be handed over at a special side-event at the next World Conservation Congress.

## Who is Luc Hoffmann?

Luc is the largest owner/share holder of Hoffmann/Laroche, the large pharmaceutical enterprise from Switzerland. Luc is a very inspirational nature conservationist at his level. He spends millions of Euros every year on nature conservation at the large ecosystem level, in particular in the Alps, the Mediterranean and the West-African Coast.

Luc has established the MAVA foundation to ensure that his contribution to future generations through the conservation of nature will continue. Symbolically, the name of the foundation is formed with the initials of his children, his own “future generation” so to speak.

The MAVA Foundation is one of IUCN’s major donors. It has its office in the same building as the IUCN Headquarters.



**Luc Hoffmann**

## Support this initiative

I would like to call upon ALL CEM-members to forward names of persons (not organizations) that are not professionally paid for, but nevertheless involved in, ecosystem management, showing environmental leadership and setting inspirational examples, not only for their direct surroundings, but for us all. You are asked to write a short summary (1 page) of the reasons why you think that such a person may qualify for the Luc Hoffmann award. Pictures to illustrate her/his work will be most welcome. Please forward your nomination to me or to the Regional Vice Chair of the area where the person that you nominate is from.

I would like to see at least one good candidate, though preferably more, being forwarded from each of our regions.

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